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Gross: \$2,367 / NET: \$2,011.95

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	17 17		17 17	88			MOVIE<	M-Su 4p-7p M-Su 7p-12m	5
Cost	Total Units	Active Weeks	Avg Units/Wk	Unit Dur	End Date	Start Date	Program	Daypart	Network

This report has been prepared using STRATA NuMath research.
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Adjustments: Network Insertability and Network Carriage have been factored into calculations. Detroit May16 C-DMA Netsen Live+7

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Cable Zones: Comcast Spotlight, Dearborn

Advertiser Terms and Conditions

The following are the terms and conditions (the "Terms and Conditions") on which Comcast Spotlight, LP ("Comcast") or Comcast Affiliates (defined below) will distribute advertisements ("Ad(s)") via linear spot cable ("Spot Cable") which may include interactive overlays or functionality, video on demand ("VOD"), and/or websites that Comcast or Comcast Affiliates own, operate, bost, or distribute ads on ("Covered Sites") pursuant to one or more insertion orders (each, an "IO") that the parties may negotiate from time-to-time. As used herein, the term "Contract" shall mean these Terms and Conditions, together with any IO, and "Comcast Affiliates" shall mean any entity that directly or indirectly controls, is controlled by, or is under common control with Comcast, excluding NBCUniversal Media, LLC.

(a) Each IO shall specify the (i) name of the organization/company/person on whose behalf Ads are being purchased (the "Advertiser"), (ii) in the event the person or entity signing the IO is an advertising agency or other representative for the Advertiser (the "Ad Representative"), the relationship between the Advertiser and such Ad Representative; (iii) the types and quantity of inventory being purchased or delivered; (iv) rates; (v) campaign start date(s) and end date(s); and (vi) networks of distribution platforms on which the Ads will appear. (b) An IO will be deemed binding only upon (i) signature by both parties or (ii) in the case of an IO signed only by Advertiser, the display of the first Ad by Concast (unless otherwise specified in the IO).

2. BILLING AND PAYMENTS

2. BILLING AND PAYMENTS

(a) Concast will bill Autereties mortishly, using the standard translated remarkation with regard to the product type, quantity (a) Concast will bill Autereties mortishly concept that the concast designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the designation of the standard of the contract of the standard of the con

(a) Conneast reserves the right to increase its rates at any time. (b) Advertises may contract for distribution of Ads of various lengths subject to Conneast's rate card and only with prior Conneast approval. (c) Spot Cable Ads contracted for distribution on an interconnect basis will be billed after such Ads to be adstributed to 90% of the subscriber within the applicable interconnect capable of reactiving the applicable schedule in standard definition. Ads distributed on other platforms will be billed no later than the end of the recent capable to provide the possible in standard definition. Ads distributed on other platforms will be billed no later than the end of the recent capable of reactivity the applicable schedule in standard definition.

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regardless of whether or out the applicable campaign, has completed. To the extent that incremental coars become due with respect to text message. Ads sold at a flat or package rate (prepaid), such incremental charges will be billed during the causation which such costs are due. (d) Adversion will pay all non-recoveration on posterions incurred to connection with any Ads, promotion, courses, sereptates or other services and adversion by Connected Adversion (Performance Data") provided by a third party, as specified in the IO. Connects specifically disclaims and makes no representations or warranties of any kind, express or implied regarding the Performance Data

6. FORCE MAJEURE

(a) If Concest fails to distribute Cable Spot or VOD Ad(s) as specified on an IO, due to public energency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, mechanical or electronic breakdowns, or any reason other than Advertiser's failure to deliver Ad Materials by respective deadline ("Force Majeure Event"). Concest shall, in its sole discretion, offer Advertiser (i) comparable commercial announcement time on a substitute basis, or (ii) a reduction in the time charges equal to the amount of money proportionally assignable to such Ads not distributed. (b) If Connest fails to distribute Ads on Covered Sites as specified on an IO, due a Force Majeure Event, Connest shall, in its sole discretion, offer Advertiser a pro rata reduction in the space, time and/or program charges at time of purchase.

7. INTERACTIVE PLATFORMS

In connection with customers and potential customers obtained by means of Ads on interactive platforms, Advertiser will (a) use the contact information provided by Conneast's customers solely for the purposes of providing such customers with communications they have specifically opted-in to receive, provided, that when a customer is given the option to opt-in, Advertiser shall (i) clearly inform the customer negarding the uses to which such contact information shall be made and (ii) make reasonably available to such customer the privacy policies to which such information shall be tused to the use of the privacy policies to which such information shall be uses to which such contact information shall be made and (ii) make reasonably any third party; (c) the solety regonable a respond to all customer information shall be used to the use of the personally-identifiable customer information to any third party; (c) the solety regonable a respond to all customer information shall be used in the personally-identifiable customer information to require the product of the product of the product and protective of customer privacy in all respects; (b) comply as ill times with comma determined lists and follow-taps; (f) cease all contact with any customer who request from such customer or Conneast; (g) transmit all contact data securely and keep all contact data in a secure environment and otherwise the required disclosures of customer privacy in all respects; (h) not contact customers undofater or similar technology or a prerecorded message, (i) make any required disclosures of customer privacy in all respects; (h) not contact customers undofater or similar technology or a prerecorded messages (i) make any required disclosures of customers and customers and customers in accordance herewith (A) shall only promote the products and services of Advertiser has expressed to be sent subject to the reasonable approval of Conneast. Nothing in the foregoing shall prevent Advertiser from creating lists of, or to market to customers who

(a) Advertiser shall indemnify, defend and hold Concast and Concast Affiliates hamles from and against any and all claims, suits, actions, damages, liabilities, judgments, losses, assessments, interest charges, penalties, costs and expenses (including, attorney's fees and disbursements) arising out of or relating to (i) the creation or production of Ads provided and/or authorized by Advertiser; (ii) the distribution of the Ads and the products and services they advertise, (iii) the Ad Materials provided by Advertiser, and (iv) any breach by Advertiser or this Contract or any of Advertiser's representations or warranties hereunder. When Ad Representative shall be jointly and severally liable for all indemnification obligations in Bayor of Concast. The foregoing representations, warranties and indemnities shall survive the completion, cancellation, or termination of this Contract. (b) Notwithstanding anything in this Contract to the contrary, the sofe remedies available to Advertiser for a breach of this Contract, for any claims arising out of the negotiation or performance of this Contract or out of the distribution of the Ads provided by Advertiser shall be (i) substitute distribution of Ads or program material; or (ii) a refund of amounts paid by Advertiser for the unfulfilled pontion of this Contract.

in the sole describing Composit.

The EVENT SHALL COMCAST OR COMCAST AFFILIATES BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, INCIDENTAL, SPECIAL, PUNITIVE, OR OTHER DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION, GOOD WILL, OR OTHER PECUNIARRY LOSS) ARISING OUT OF THIS CONTRACT OR BE SUBJECT TO EQUITABLE REMEDIES OR INJUNCTIVE RELIEF.

WARRANTIES

(a) Advertiser represents and warrants that (i) Advertiser has the right to enter into this Contract or Ad Representative has the power and all authorizations necessary to conclude this Contract for and on behalf of the Advertiser; (ii) Advertiser has all necessary locaneses and clearances to use the content contained in Ads and Ads do not violate any federal or state law, statute, or regulation; (iii) Ads are not derimatory, libelous, pornographic, obscene or otherwise unlawful; (iii) Advertiser has the sole right, title, and interest, or that Advertiser has written permission, to make use of the name, logos and trademarks of the entity under which Advertiser has the sole right, title, and interest, or that Advertiser has the representation of the product information it provides is truthful, accurate, and complete, and is not misleading in any way; (vi) any (A) data provided by Advertiser, Ad Representative or their respective service providers has been collected in accordance with all Laws, and the use of such data by Comcast will not violate any Laws or the rights of any third parties, and (B) the collection or use of data arising from the advertisement is done in compliance with Advertiser's privacy policy, applicable Law and any applicable industry self-regulatory principles or rules that may be applicable to Advertiser; (vii) all Ads comply applicable network, carrier and Comcast guidelines; (viii) Advertiser from re-targeting or remarketing covered size uses no other volenties; (x) neither Advertiser nor Ad Representation, the foregoing of the computer of a covered site uses, except for HTTP cookies, and (xii) Advertiser shall comply with all Laws in connection with his receipt and use of Comcast information and exercise of its rights under this Confract. (b) Comcast and Comcast Affiliates berty declines or particular, without limitation, any and all very contract and benefits to Advertiser by under or pursuant to any 10 are provided as-is:

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without any warranties or representations of any kind. Corncast does not warrant or guarantee customer response rates or the ability to convert responses into sales. Comeast does not warrant or guarantee the profile or demographics of a respondent.

10. CONFIDE.VITAL INFORMATION

Concast and Advertiser each agree to take commercially reasonable steps to protect all "Confidential or Proprietary Information" provided by one party to the other or obtained in the performance of this Contract, and not to publish or disclose the other party's Confidential or Proprietary Information to any third party without the other's written permission. Advertiser will identify its Confidential or Proprietary Information in and Information and Information that Advertiser should reasonably understand because of legands or other markings, the circumstances of disclosure, or the information isleft to be proprietary Information solely for the purposes of performance under this Contract and Advertiser; both agree to use the Confidential and Proprietary Information solely for the purposes of performance under this Contract and shall confine the knowledge of such Confidential or Proprietary Information only to its employees, agracies and other representatives receiving party may use or disclose information that is or becomes publicly available through no act of the receiving party, its already lawfully in its possession, is required to be disclosed by law, is independently developed by it, or is lawfully obtained from third parties. Advertiser shall not issue any press release relating to this Contract. Concast's rates, personally identifiable information ("PIT") of Concast's subscribers and all VOD enabled subscriber numbers or amounts, and all response rates and other partiers. For the proprietary Information is purposes of its contract and shall create its Contract, Advertiser will use such information solely for purposes of responding to or fulfilling the specific customer-intuited transaction (i.e., customer request for information) through which such information was obtained. As between Concast and the Advertiser, all PII and VOD enabled subscribers through the performance of its contract and adalt creation in the exclusive property of Concast (and be deemed by Concast) and used pursuant to an IO or gathere

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(a) Concast is obligations hereunder are subject to all Laws and applicable network and carrier guidolines, now enforced or hereafter catacted. (b) This Contract, including the rights under it, may not be resold, assigned or transferred by Advertiser without first obtaining the written consent of Concast not may Concast ever against the party reason of party of Concast will not accept or process mile correspondence or telephone calls in connection with distribution of Ads Increast shall contain the exclusive property of Concast unless specifically noted on the 10 or a contract for production services and advertiser. (c) Concast shall not be constituted as a general telinquistiment or waiver as to that or any other provision. (c) Concast shall not provided under any Utilifinent services contracts or attachment of the party reason of party of Concast and used in program and Ads are and provided interest statinates for the ad-delivery mechanism of a Multichament of the provided by Concast and used in program and Ads are and provided in the party of the advertiser of the advertis Authorized Acceptance: COLLA WHILE COLLARS TO Date: 100 1110

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